Note for Gennaro, Mary Jo

From: Gennaro, Mary Jo

Date: Wed, Apr 13, 1994 12:14 PM

Subject: Trademark -

To: Murphy, Virginia

Cc: Broeman, Ina; Fontanez, Jose; Moore, Edna; Robinson, Yvette; von Germeten, Ann

Ginny:

As you know, we are working on a new Marlboro program which we plan on calling Marlboro Country Nights Dance Showdown 94. Leo Burnett has done a search on the name Marlboro Country Nights already and have forwarded the results to PM Legal. We need to register this name as a trademark.

Leo Burnett is currently doing a search on Dance Showdown '94. They will forward the results to our Legal department asap. We will also need to register this as a trademark. Please let me know if you have any questions. As always, we need these names registered asap!

Mary Jo

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